

Combined Keynote on Emotional Leadership

Leading with appreciation and empathy - How to gain recognition and acceptance

Deniz Aytekin, DFB referee and entrepreneur

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Deniz Aytekin went from being the least popular referee of 2011 to one of the most popular referees of the current era. With much self-reflection on his leadership style and communication, he quickly became one of the most respected European Football (Soccer) referees. In this lecture, Deniz Aytekin shares his experiences of achieving greater acceptance as a leader through clear communication and transparent decision-making. Furthermore, he explains why empathetic leadership is the basis for recognition and appreciation in sports and business.

The Speaker



Deniz Aytekin is one of the most famous referees in Germany. European Football (Soccer) fans value his authentic demeanor, and players appreciate his ability to convey difficult decisions in an empathetic manner. In 2019 and 2022, he was voted DFB referee of the year. In 2017 he officiated the DFB Cup final between Borussia Dortmund and Eintracht Frankfurt. Deniz Aytekin is also an online entrepreneur. He is the co-founder and chairman of [anwalt.de services AG](#), Germany's leading legal advice platform. He is also the founder and managing director of the online marketplace [fitnessmarkt.de](#).